JAG

Joint Action Group for
Environmental Clean-Up of the
Muggah Creek Watershed

Public Education & Participation Working Group

Our mission:

The Public Education and Participation Working Group will develop and oversee the implementation of effective communication and education strategies, methods, tools and vehicles that are tailor-made to the Cape Breton community and will enable the working group to fulfill its vision.

Vision

The community is willing and able to make informed decisions related to the Muggah Creek Watershed that affect them and their community's health and environment.

Public Education Goal

To facilitate an exchange of information toward building a common body of knowledge that will better enable people to effectively participate in JAG decision-making.

Public Participation Goal

To articulate and practice a community process that supports JAG, public participation, and ownership.

As we see it...

Public participation is of paramount importance to PEP. In order for each and every one of JAG's Working Groups to be successful, we need community involvement. To that end, PEP is committed to ensuring the public receive as much information as possible about the Joint Action Group (JAG) and the Muggah Creek Watershed Clean-up process, as well as creating opportunities for the community to participate in the decision-making process.

PEP works closely with JAG's Public Information Officer and Community Outreach Officer to ensure accurate, timely, and comprehensive information is provided to the public. Tools such as public presentations, JAG Coffee Breaks, community displays, newsletters, JAG Links articles and our website are used to ensure the community is informed and aware of JAG activities.

Our accomplishments...

The committee members of PEP are proud of their accomplishments to date ... each one moves our community one step closer to a healthier environment.

Logo...

The creation of a JAG logo marks a significant achievement for PEP and JAG. The logo will provide JAG with recognition both within the community and on the

national level. Created by a local high school student, who had entered the logo-contest sponsored by JAG, the logo is symbolic of the entire clean-up process as seen through the eyes of youth, the future of our community.

Video...

In conjunction with Site Security Working Group, PEP has worked to develop and produce an educational/ informational video titled "Legacy" to inform the community about the Muggah Creek Watershed area. PEP is presently working on a follow-up video which will describe the progress JAG has made.

Newsletter...

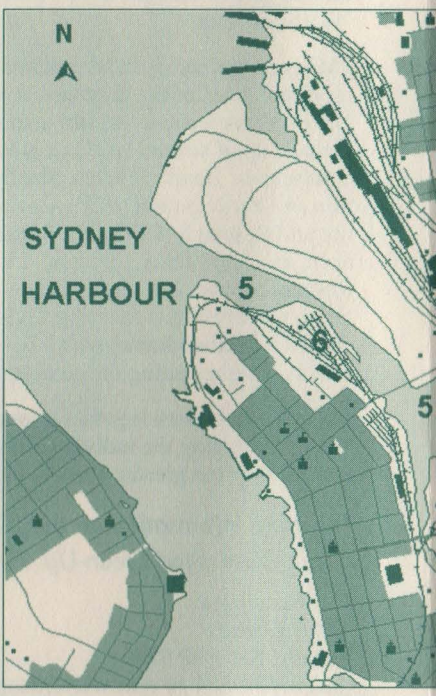
PEP believes the community needs to be kept informed on an on-going basis. Regular JAG Newsletters enables PEP to provide community members with progress reports on the activities of JAG.

Web Site...

JAG has officially taken the world by storm. The website launched in 1999 has effectively put our community on the world stage and helped to make the Muggah Creek Watershed Clean-up a national priority.

JAG Links...

A weekly article placed in the Cape Breton Post has provided another tool for this group to fulfill the Public Education goal of PEP. The regular articles help keep the public informed about all actions of JAG and the clean-up of the Muggah Creek Watershed.



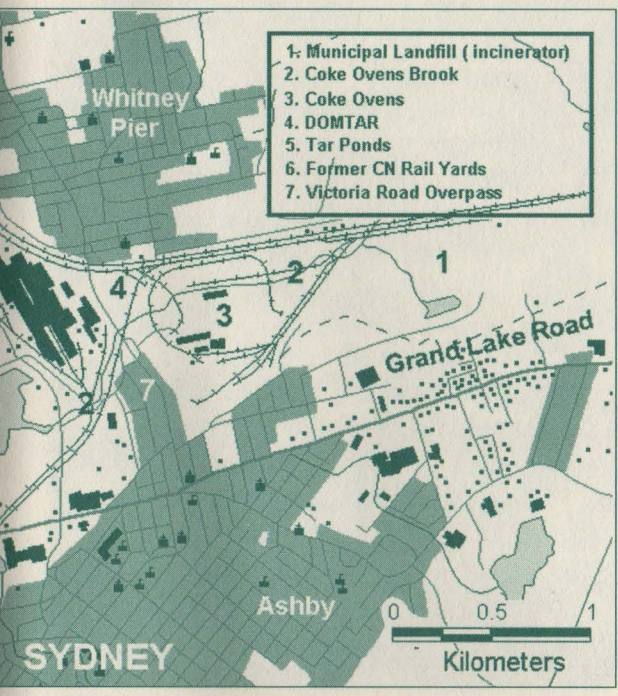
JAG Coffee Breaks

A JAG Community Coffee Break is a small, informal neighborhood gathering that consists of residents who live with in a neighborhood. The

purpose is to gain valuable knowledge about the way that JAG can better communicate with these residents. The sessions have been established to hear and understand the viewpoint and opinions of the community members. Having sessions like this provides JAG with valuable information on how to better reach the diverse population within the Muggah Creek Watershed. It also challenges the neighborhood resident to think about the many issues surrounding the clean-up, become more informed about the site issues and the work taking place on site(s) as well as having a forum to discuss what is on their mind with friends, neighbours and members of the Joint Action Group. It is also JAG's opportunity to better serve the residents while fulfilling the groups mandate.

We want you to get involved...

We need your support to move forward and continue building upon JAG's successes. We welcome your input around the PEP table.



What is JAG?

Created in the fall of 1996, the Joint Action Group (JAG) is an innovative community-driven process: a group of individuals working together with the goal of remediating the Muggah Creek Watershed, one of Canada's most toxic sites. Beyond the original perceived need to find a solution to the Sydney Tar Ponds, JAG's mandate is much broader. It also includes the former Coke Ovens sites and the impacts of the MAID - all part of the Muggah Creek Watershed area.

JAG is comprised of local residents, business people and representatives of the three levels of government, First Nation's representatives, and youth. JAG's infrastructure is made up of several working groups 'and' standing subcommittees: Health Studies, Site Security, Public Education and Participation (PEP), Environmental Data Gathering and Research (EDGAR), Remedial Options, Governance, and, the Ethics, Planning, Financial and Human Resources subcommittees. JAG is supported by a Secretariat, managed by a Steering Committee and reports overall to a Roundtable, which is made up of some 50 members representing the community.

JAG strives to work together as one community, one "voice", merging the individual interests of all those involved for the greater good of the community.

For more information on the JAG or the Muggah Creek Watershed Clean-Up:

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